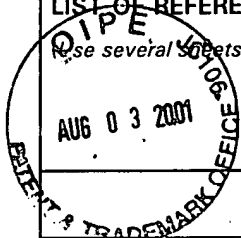


**LIST OF REFERENCES CITED BY APPLICANT**

(Use several sheets if necessary)



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APPLICANT

McEwan, et al.

FILING DATE

May 21, 2001

GROUP

Not Yet Assigned

**U.S. PATENT DOCUMENTS**

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
me	AA	5,848,397	12/08/98	Method and Apparatus for Scheduling the Presentation of Messages to Computer Users	705	14	04/19/96
me	BB	5,933,81	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
me	CC	5,937,392	08/10/99	Banner Advertising Display System and Method With Frequency of Advertisement Control	705	14	07/28/97
me	DD	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
me	EE	5,960,409	09/28/99	Third-Party On-Line Accounting System and Method Therefor	705	14	10/11/96
me	FF	6,026,369	02/15/00	Method for Distributing Advertising in a Distributed Web Modification System	705	14	05/09/97
me	GG	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97
	HH						RECEIVED
	II						OCT 11 2001

**FOREIGN PATENT DOCUMENTS**

Group 2100

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	JJ							
	KK							
	LL							
	MM							

**OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)**

me	NN	Newswire Association Inc., entitled "Doubleclick Debuts New Tool For Testing Creative on the Web" dated May 20, 1996						
	OO							

EXAMINER

*Mangchen*

DATE CONSIDERED

12-8-02

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.